

The Avon Beauty Product Company is running a commercial that states that it is `okay to lie, if it is about your age`. The `phrase` is absolutely misleading and just simply wrong.

It is NEVER okay to lie. The commercial sends out a wrong message to people, including minors and young adults. After contacting AVON myself I did receive a standard e-mail response which explains of how the commercial came about to me. Included in this response was the remark that `the women in the commercial are having fun ..`. Well, they are paid professionals (actress or models), so of course they are smiling. However: Parents are teaching their children NOT TO LIE and yet here you have a company that tells them different as long as it is about their age. Plus: A woman should be encouraged to be proud of her real age instead of being advised to lie about it.

Though AVON states in their response that in no way they are advising people to lie, this is exactly what the commercial states in its first few seconds.

Commercials do not come with explanations, people hear what they hear and see what they see.